

## INFORMATION DISCLOSURE STATEMENT LIST

Complete if Known

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First Named Inventor	Gregg Freishtat
Group Art Unit	3627
Examiner Name	Elaine L. Gort

Examiner's Initials	Cite No	Document No.	Date	Name	Class	Subclass	Filing Date if appropriate
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[illegible]

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		Bayer, Judy, "Automated Response Modeling System for Targeted Marketing," March 1998, Ceres Integrated Solutions.
		Sweat, Jeff; Whiting, Rick, "Instant Marketing," August 2, 1999; InformationWeek pp. 18-20.
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Examiner Signature: /Elaine Gott/		Date Considered: 08/12/2008
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